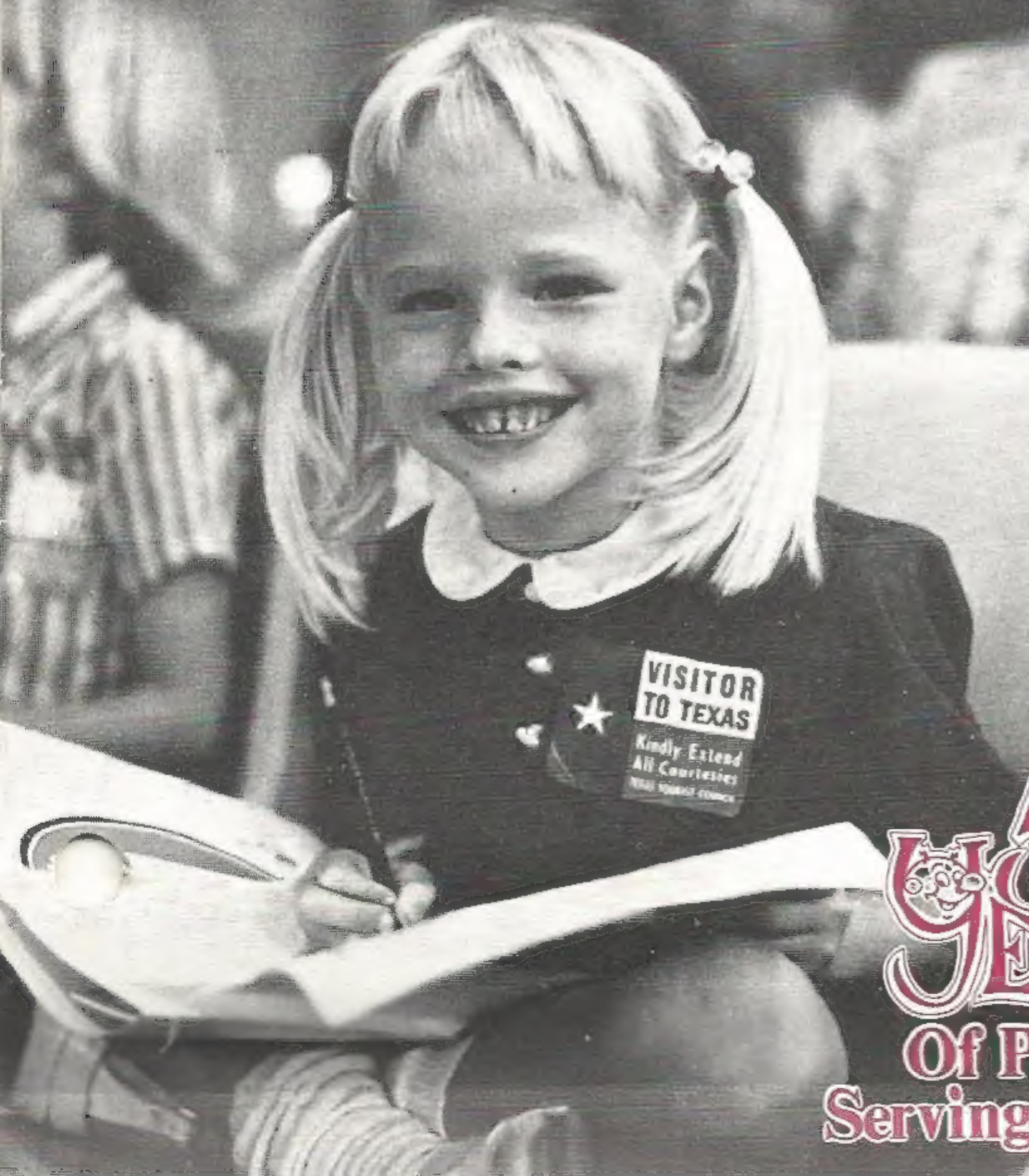


# PLAIN

JUNE, 1975

# TALKS



50  
YEARS  
Of People  
Serving People



# PLAIN TALKS

Volume 53 - Number 5

JUNE, 1975

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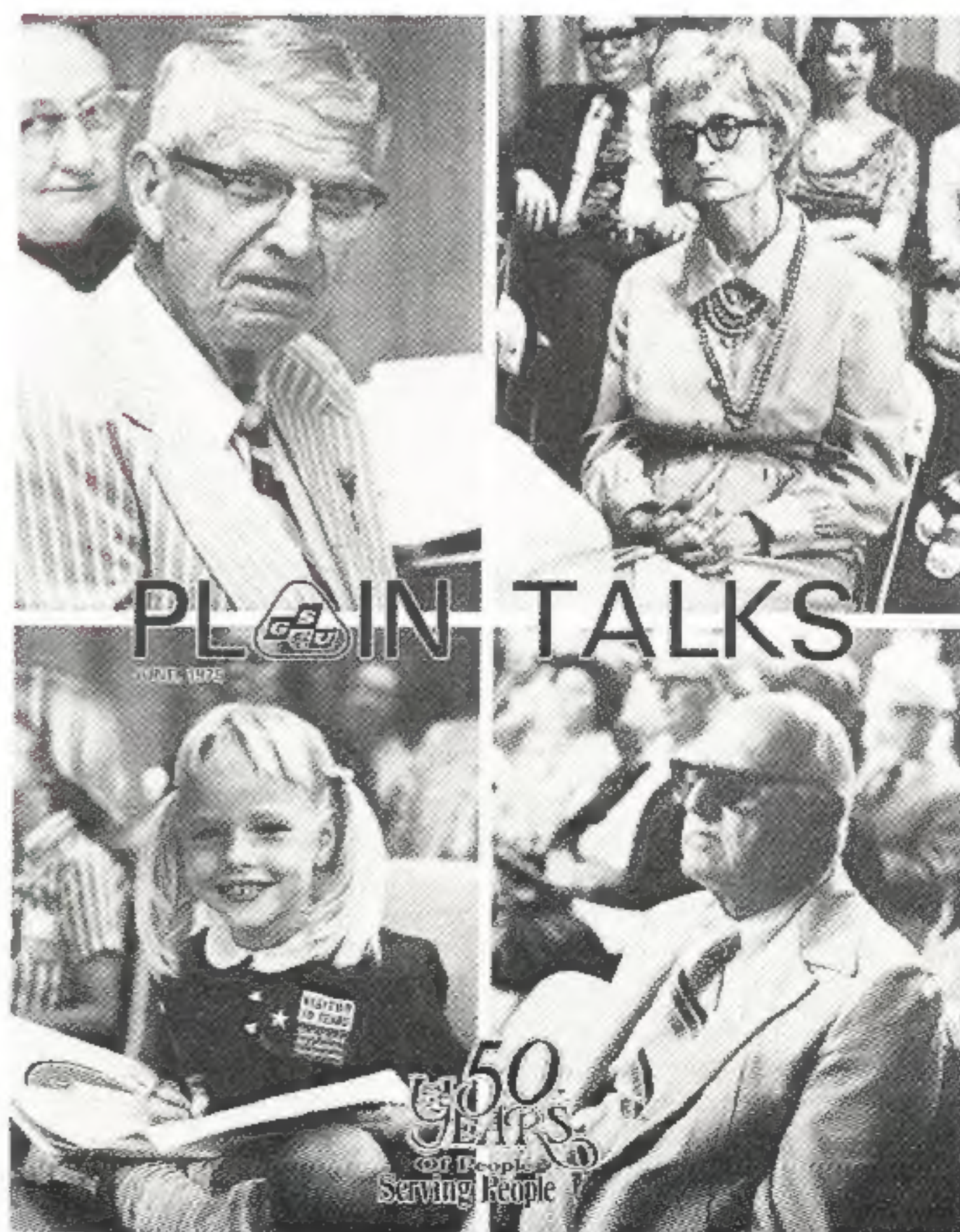
GULF STATES UTILITIES CO.  
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### ABOUT THE COVER

About 300 Gulf States stockholders crowded into the Main Office 20th floor auditorium May 14 for the 50th annual meeting. The crowd is a far cry from that at the 1955 meeting — when two stockholders were innocently naive enough to believe the invitation they received with their proxy statement was more than just a formality. After the Company bought the Edson Hotel in 1957 and stock ownership became widespread among the general public, the annual meeting changed character. Transformed from a legalistic bump in the road, the meeting became a forum for officers to explain corporate operations and aspirations with shareholders. The 1975 meeting brought together many people. Included were four pictured on our cover (clockwise from the upper left): Pete Doornbos of Nederland, Ouida Williams of Beaumont, W. T. Watler of Beaumont and Lauren Richardson of Baton Rouge. A history of the annual meeting begins on page 1 and is followed by a report of this year's affair.







## Stockholders Meetings: Then and Now

Directors were shocked when two stockholders attended the 1955 annual meeting. Such attendance was unheard of. Now the Company's "owners" are welcomed with open arms.

In 1955, Everett Pratt of Lake Charles, now control operations foreman at Nelson Station, and E. S. "Brudge" Kyle, a Beaumont businessman, independently decided to attend the annual meeting of Gulf States Utilities Company being held that June.

The site was the old Company offices at 362 Liberty in Beaumont.

When stockholders Pratt and Kyle strode into the small room, the directors did a classic "guess who came to dinner" double-take.

"What are they doing there?" was the directors' attitude Kyle remembers. "Oh, boy, they got busy in a hurry."

Kyle and Pratt were apparently the first "outside" stockholders ever to attend a Gulf States annual meeting — "outside" meaning stockholders not representing large blocks of stock.

The surprise of the Gulf States officials at Kyle's and Pratt's appearance was indicative of prevailing attitudes toward stockholders at the time, according to Jerry Stokes, senior vice president.

"During that period, institutions held most of the stock," Stokes said. "Their representatives didn't want to attend any annual meetings. All they were interested in was the bottom line results — profits.

"You buy the stock and collect the dividends, and we'll take care of everything else," was the directors' attitude Stokes remembers. "Of course they were very appreciative of the shareholders' monetary backing, but they felt the Company's financial officer — Bill Gieseke — could take care of the requirements and amenities in that regard.

"And he did that with excellent results."

So annual meeting was little more than a legal formality — often carried out in a small office. Directors were elected, independent auditors were approved, and proxies duly accounted for.

"As a matter of fact, the Company didn't care for individual stockholders to come to the annual meeting," Stokes said. "That would be too much bother.

"Of course, the Company went through the formality of inviting shareholders to the meeting, but the directors were certainly surprised when Kyle and Pratt accepted the invitation."

After the initial astonishment, the directors of the Company "welcomed me quite warmly," Pratt said. "The meeting lasted about 1½ hours. It was mainly the routine business of voting for directors and stuff like that.

"I had sent in my proxy, but they offered to let me vote my stock personally," Pratt recalled. He declined, adding, "You're not going to sway any elections with 25 shares. The directors had quite a few millions of shares to vote."

A shift worker, Pratt said he has not had time to take off for any subsequent annual meetings. He was on vacation when he attended his first one.

"I've always intended to go to more meetings," he said.

"The president wasn't even there."

"I didn't expect anything big" at the annual meeting, Kyle remembered. But even modest expectations were not realized. The paltry turnout — "the president wasn't even there" — Kyle found disarming.



"I expected a corporation like Gulf States to have enough decoys to open and close the meeting," Kyle joked. "But I guess they had enough proxies to do that."

Kyle has recently attended several stockholders meetings — meetings he found to be much improved over his first.

"They were good meetings: interesting and well organized, with a good program," he recalled. "The Company officials were very friendly and try to put the people at ease."

Company records of annual meetings go back to 1930 — though meetings were likely held in earlier years. All 280,000 shares of "common capital" stock were represented. Of course, Engineers Public Service, a Boston-based holding company affiliated with Stone & Webster, owned it all.

The minutes of the 1930 meeting mirrored the agenda, setting the number of directors at seven and approving, confirming and ratifying "all contracts, acts, proceedings, elections and appointments" arranged by the directors during the preceding year.

Gulf States struck out on its own in 1947 and counted more than 1.9 million shares of common stock outstanding. Fifteen subsequent financings and three stock splits have ballooned that total to the current 28.5 million shares.

#### **1957: The turning point.**

In 1957, several factors generated interest in Gulf States' annual meeting.

Activists around the nation had urged persons to buy stock in companies and to participate in their meetings, the thrift plan for Gulf States employees was instituted, and the Company purchased the 22-story Edson Hotel in downtown Beaumont and transformed it into the corporate headquarters.

Widespread stock ownership changed the character of the Gulf States stockholders. Today about 50 per cent of the more than 28,000 stockholders have 100 or fewer shares.

"Twenty years ago you hadn't made the transition from the savings account to the stock market as an investment strategy," said Bob Jackson, secretary-treasurer. "When stock ownership is widespread you have more people who have an interest in us. They want to look after their investment."

A new investor relations program was also initiated in 1957.

"It was aimed at generating stockholder interest in their company," Jackson said. "Now Gulf States' attitude is that the annual meeting is an excellent forum for meeting with our owners. We want to be able to talk person-to-person with as many shareholders as possible. There we can bring them up to date on the opportunities and challenges of the business. We want

to keep them aware of what's going on inside Gulf States.

"Our stockholders are now some of our most outstanding public relations people," Jackson added.

The meeting in the new headquarters was held on the 20th floor "at 11 o'clock in the forenoon." It was followed by a luncheon on the third floor Beaumont Club Terrace. When that facility closed in 1964 — the space is now occupied by the Company's information data processing department — a cold luncheon was catered on the 20th floor auditorium where the meeting had been held.

The hassles of serving such a luncheon in this one room forced officers in 1967 to move the meal, and the stockholders, to the Ridgewood Motor Hotel several miles away. After three years with that arrangement, both meeting and luncheon were moved to the Royal Coach Inn — now known as the Red Carpet Inn. That move forced an amendment to the Bylaws of the Company, since Texas law requires the location of annual meetings be specified in each firm's bylaws.

#### **No meal — No go**

In 1971, the time of the meetings was changed to 2 p.m., and the post-meeting meal was an array of sandwiches and snacks.

Attendance dropped from 350 to 203 after the free meal was excised from the agenda.

For many years, an informational meeting for Baton Rouge stockholders was held in the Capitol House on the day after the annual meeting. That meeting also featured a free luncheon. Interest waned, however, when the food was dropped from the agenda; and the last meeting was held in 1973, attended by more Gulf States officers than stockholders, it is said.

Since 1972, both the meeting and refreshments were hosted in the 20th floor auditorium at the Main Office. Despite the more austere arrangements, stockholder interest in the affair is increasing. This past year about 300 persons attended.

That was a far cry from the 1950s.

Enroute to the 1955 meeting, Pratt stopped in downtown Beaumont and asked E. E. "Fig" Figari, then system production engineer; and Jack Reich, production manager, for directions. Pratt had recognized both men as being Gulf States employees.

Later Pratt learned Figari had asked Reich to identify the inquirer.

"I don't know," Reich replied. "But he must have been somebody from Virginia" — where Reich had worked a few years before.

He certainly couldn't have been a local stockholder. They never came to annual meetings.

It was unheard of.





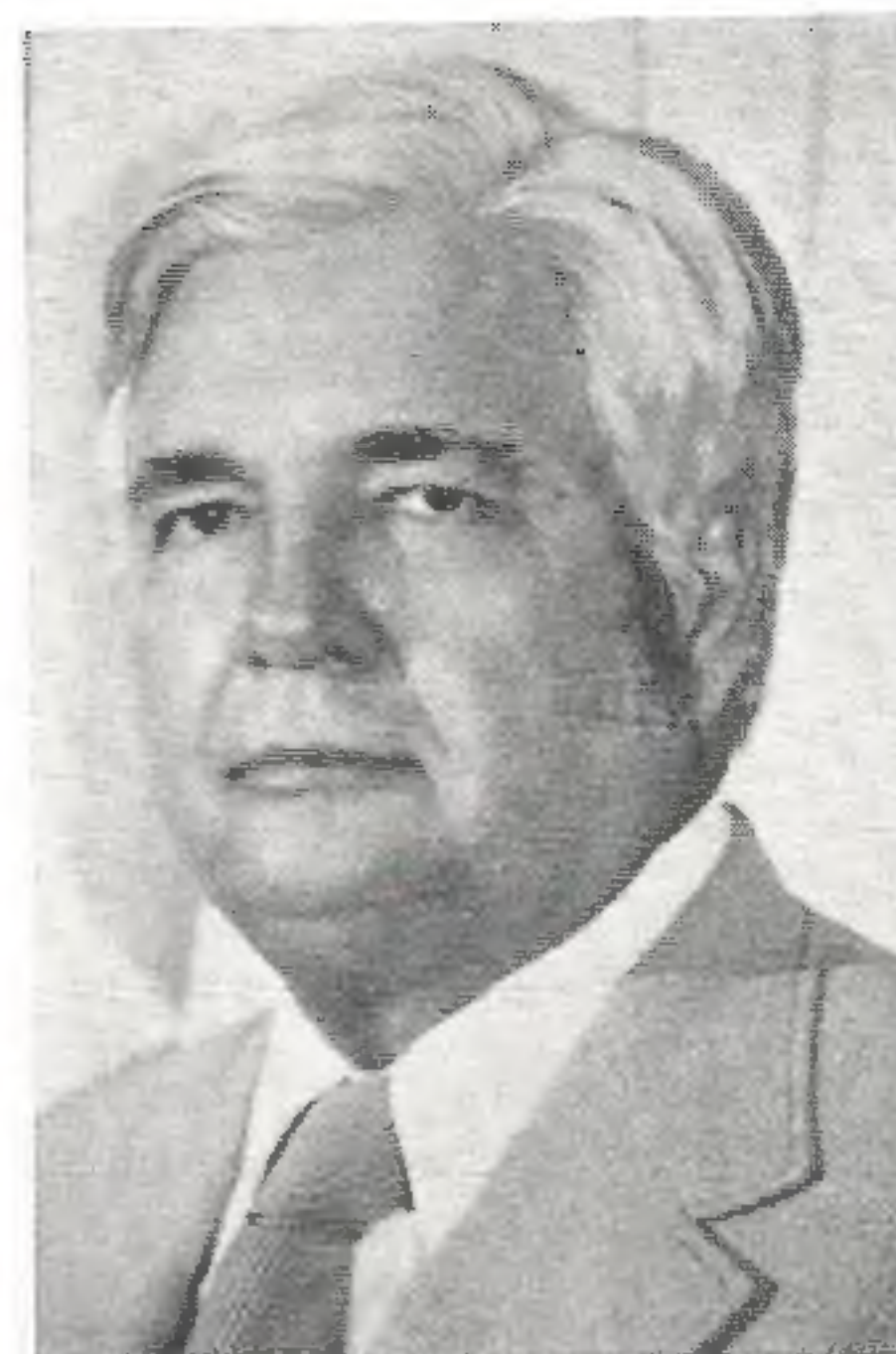
James E. Taussig II



Dr. Monroe J. Rathbone Jr.



Arthur Temple



Alvin T. Raetzsch

## 1975 Annual Meeting

# Four New Directors Elected

Four new directors were elected and nine incumbent members were re-elected to the board of directors at the annual shareholders meeting May 14 at the company offices in Beaumont. About 300 shareholders attended the meeting.

New directors are Alvin T. Raetzsch, works manager of the Lake Charles Works, Industrial Chemical Division, PPG Industries, Inc.; James E. Taussig II, president LaSouth, Inc., an oil and gas leasing and exploration firm, and a real estate developer in Lake Charles; Dr. Monroe J. Rathbone Jr., medical doctor and partner in The Surgical Clinic, Baton Rouge; and Arthur Temple, president and chief operating officer of Temple-Eastex, Inc., Diboll, and a director of Time, Inc., New York City.

Re-elected were S. L. Adams, Norman R. Lee, Joseph R. Murphy, Floyd R. Smith and B. A. Steinhagen, all of Beaumont; Seth W. Dorbandt, Conroe; John W. Barton and William H. LeBlanc, Jr., Baton Rouge and Edwin W. Hiam, Boston, Massachusetts.

Five men were elected Director Emeritus. They were: Harrell R. Smith of Lake Charles, 11 years on the board; Fred V. Wilson of Port Arthur, 11 years on the board; Glenn E. Richard of Beaumont, 49 years with Gulf States and 12 years on the board; J. J. Morrison of Beaumont, 51 years in the electric industry and 18 years on the board; and E. H. Taussig of Lake Charles, 31 years on the board.

The shareholders also voted approval of Coopers and Lybrand as auditors of the company's books for 1975.

Following the shareholders meeting,

the newly elected board convened and appointed B. O. Orgain of Beaumont and C. P. Manship Jr. of Baton Rouge as Advisory Directors and re-elected all incumbent officers.

Prior to the meeting, the board met and declared regular dividends on all issues of preferred stock and \$.28 for each share of common stock. Dividends were paid June 15. It was the 111th consecutive dividend.

Following the business meeting, Board Chairman Smith, President Lee and Senior Vice President Page addressed the shareholders.

The most pressing problem in this country today, Smith said, is the lack of public understanding of the private enterprise system, which has provided Americans with the highest living standards in the world. Smith cited the need for a well-informed citizenry to prevent the type of government controlled societies — such as in Britain — which are failing.

The company is moving toward a fuel base of coal and uranium, Smith said. The move is necessary as consumers use more electricity in place of increasingly scarce oil and gas.

"Even though nuclear power thus far represents a small fraction of America's electric energy supply, it has already saved consumers many millions of dollars," Smith said. "One nuclear power generating unit of the size Gulf States is now planning can reduce the need for one million barrels of oil a month. At \$10 a barrel that's \$10 million a month that won't go overseas.

"Hence uranium powered electric

plants will go a long way toward improving our balance of payments problem."

Smith introduced Company guests, representatives of the Beaumont Junior Achievement program and Lamar University's Students for Free Enterprise. The Lamar group won a \$2,500 scholarship for their information program on the American free enterprise system.

Milder weather, industrial slowdown, the increased price of electricity and "save energy" programs have significantly reduced the load growth rate, Lee told stockholders. Reductions in the construction budget reflect revised load growths in the future of about 5 per cent per year for the next two years and a 7 per cent rate until 1980.

Increasingly large budget deficits in federal, state and local governments are forecasted to cause quite a competition for financing money, Page predicted.

"At least two things can happen," he said. "One, the government can create more money — rekindling inflation — or two, practically everyone else must stand out of government's way. And that is what is forecasted to happen in 1975."

The "crowding out" of private financing efforts will increase Gulf States' financing costs, Page said, because "our commitment to bring nuclear generation on steam on schedule does not allow us the luxury of being able to totally withdraw to wait for a better time.

"Your Company's commitment to the future is so extensive that, in spite of major project deferrals, we must continue to be active in the money markets."





## FACES IN THE CROWD

Mrs. Russell Vernor (left), whose husband was in charge of the Pure Oil refinery in Beaumont for many years. Retired Beaumont division sales superintendent Joseph H. McClland (near right) is recovering nicely from a stroke suffered last year. He attended the meeting with his wife, Norma. It's a good thing the annual meeting was held at 2 p.m., well after the lunchtime rush had subsided. That gave Roy Towell Jr., "The Snack Wagon Man" to most Gulf Staters, a chance to attend. The Snack Wagon is a hamburger stand across the street from the Main Office. Pat Wheat, a Beaumont cement manufacturer, took notes during the officers' presentations during the meeting.

# SHAREHOLDERS



Outgoing director Fred Wilson of Port Arthur was one of five named Director Emeritus. He looked pleased (far left). The auditorium was nearly filled to capacity, but the front row was largely unoccupied, as usual. The lonely spectator (near left) is Pat Collins of Cooper Lybrand, the Company's auditors. After the meeting Mrs. C. M. O'Brien waited while "Fig" Figari traded Neches Station memories with her husband — "Obie." Meanwhile the snacks were being served — and devoured.





# MEETING-1975





# PEOPLE ON THE MOVE



Myrle S. "Buddy" Johnson

**Myrle S. "Buddy" Johnson**, commercial sales representative-senior in Sulphur, has been promoted to industrial representative and transferred to Lake Charles.

Johnson, a native of Vinton, is a 1960 graduate of McNeese State University with a bachelor's degree in agri-business. He is married to the former Judy Touns of Sulphur, and the couple has two children.

Johnson is active in civic and professional organizations. He is a member of the boards of the West Calcasieu Chamber of Commerce and the Louisiana High School Rodeo Association, is past president of the West Calcasieu Optimist Club, is a member of both the Calcasieu Farm Bureau and the Calcasieu Cattlemen's Association, is chairman of the Louisiana Utility Farm Electrification Commission and is a vesterman of the Trinity Episcopal Church of Sulphur.

**J. Brooks Bishop Jr.**, commercial sales representative-senior in Beaumont, has been promoted to market research assistant.

Bishop, a 26-year veteran of GSU, is a native of Port Arthur and attended Lamar University. He is married to the former Anna Mae Wiley of Galveston. The couple has three children.

Active in professional organizations, Bishop is a member of the Business and Professional Men's Club of Beaumont and the Outdoor Business Association of America. He is the past vice president and state director of the Beaumont Junior Chamber of Commerce; served on the



J. Brooks Bishop Jr.

Young Men's Business League Fair Committee for six years; was chairman of the Industrial, Cultural and Educational Division of the South Texas State Fair for three years and has been active in scouting and church activities at Bayvue Methodist Church in Crystal Beach.

**James W. Davidson**, residential sales representative-senior in Baton Rouge, has been promoted to consumer services coordinator.

Davidson, a native of Dallas, is a 1968 graduate of Louisiana State University with a bachelor's degree in business administration. He was employed in 1968.

Davidson is married to the former Sherry Ann Leggett of Houma, and the couple has two children.

**Dallas J. Boullion** and **Jack D. Wiggins**, T&D personnel in Dayton, have received promotions.

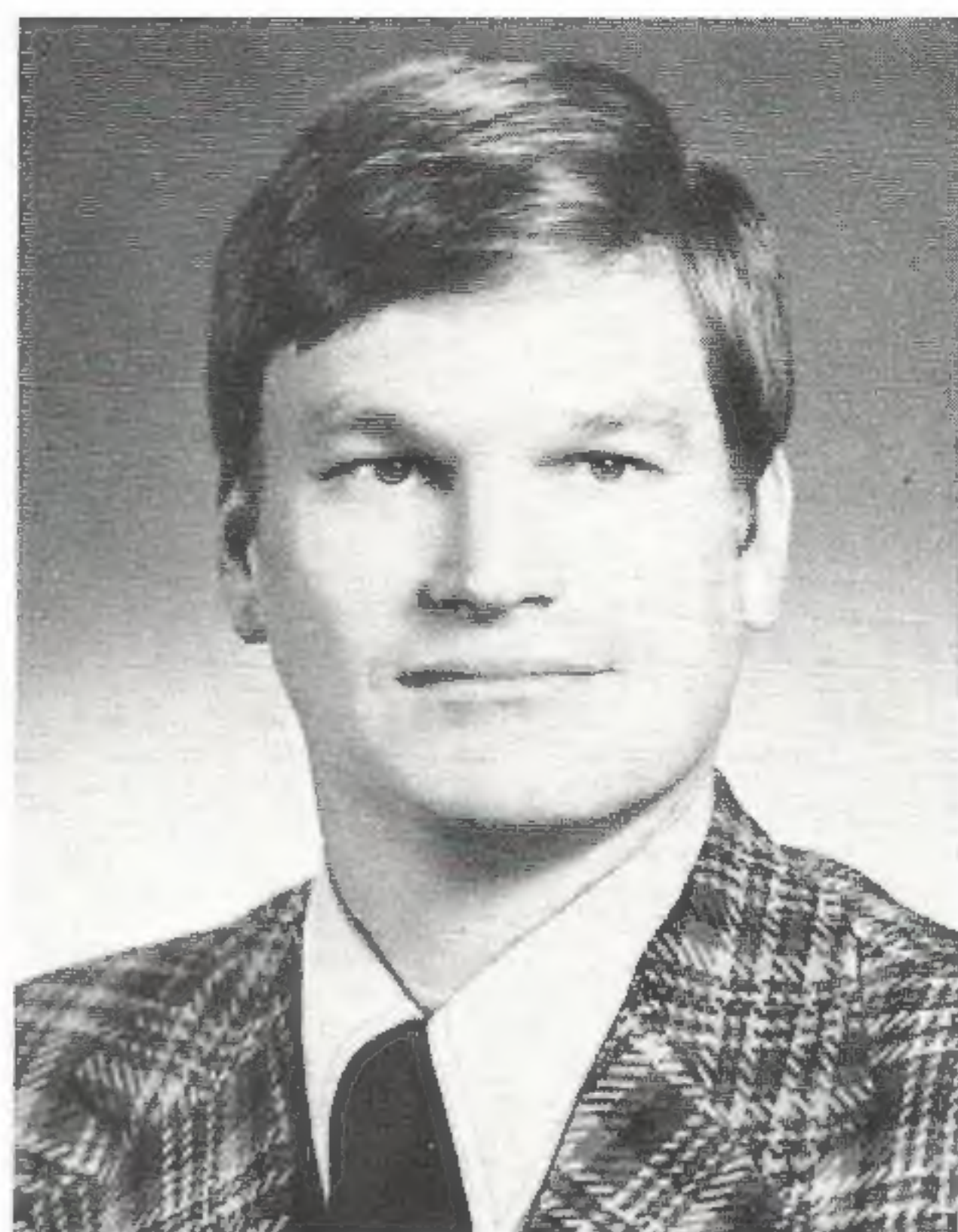
Boullion, a former utility foreman, has been promoted to line foreman; while Wiggins, district serviceman, was promoted to utility foreman.

Boullion is a native of Rayne, La., and is married to the former Marcella Ann Goodman of Beaumont. The Boullions have four children.

Boullion is a member of the Dayton City Council and is a veteran with service in the Navy and the Air Force.

Wiggins, a native of Liberty, is married to the former Glenda Reid of Refugio. The couple has four children.

Wiggins is a member of Masonic Lodge #48 and the Church of Christ in Liberty.



James W. Davidson



Dallas J. Boullion



Jack D. Wiggins





Mike Chapman (left) drives to victory as Tracy Webb (above) watches the winning putt skirt the 18th hole, despite considerable Body English.

# Chapman Wins Live Wire Golf

Mike Chapman carded an 80 at the lush but demanding Port Arthur Country Club golf course April 19 to win the 13th Annual Live Wires Club Member-Guest Golf Tournament by one stroke.

Tracy Webb placed second with an 81 but won the championship flight handicap prize with a 69, one stroke better than Chapman's 70.

Chapman said a four-wood shot over a lake and onto the 18th green was the key to his victory.

"I knew I had to go for it," Chapman said. "I knew what score Tracy had shot. But I didn't want to lay up and go for the tie because I didn't know what he had shot on the first hole." In the case of ties, scores are compared hole-by-hole, with the player recording the first score lower than his opponent getting precedence.

Chapman, it turned out, would have lost to Webb had there been a tie.

Chapman's tee shot on the 381-yard, dogleg left final hole landed on the right side of the fairway, leaving him a 215-yard shot to the flag against a light breeze. There was no room for error as a 75-yard lake guarded the front of the green, and hard ground and paved cart paths would have spelled disaster for a shot hit too long.

"I had five or 10 minutes to think about the shot, and I felt really confident," Chapman said. "I played for a little fade and put it right on the green — pin high, 25 feet to the right of the hole. After I hit it, there was never any doubt in my mind that it would not make it to the green."

He got down in two for the title.

Paul Harrington won a dozen golf balls for coming closest to the hole on the 183-yard, par three eighth hole with a drive 4 feet, 10½ inches from the pin.

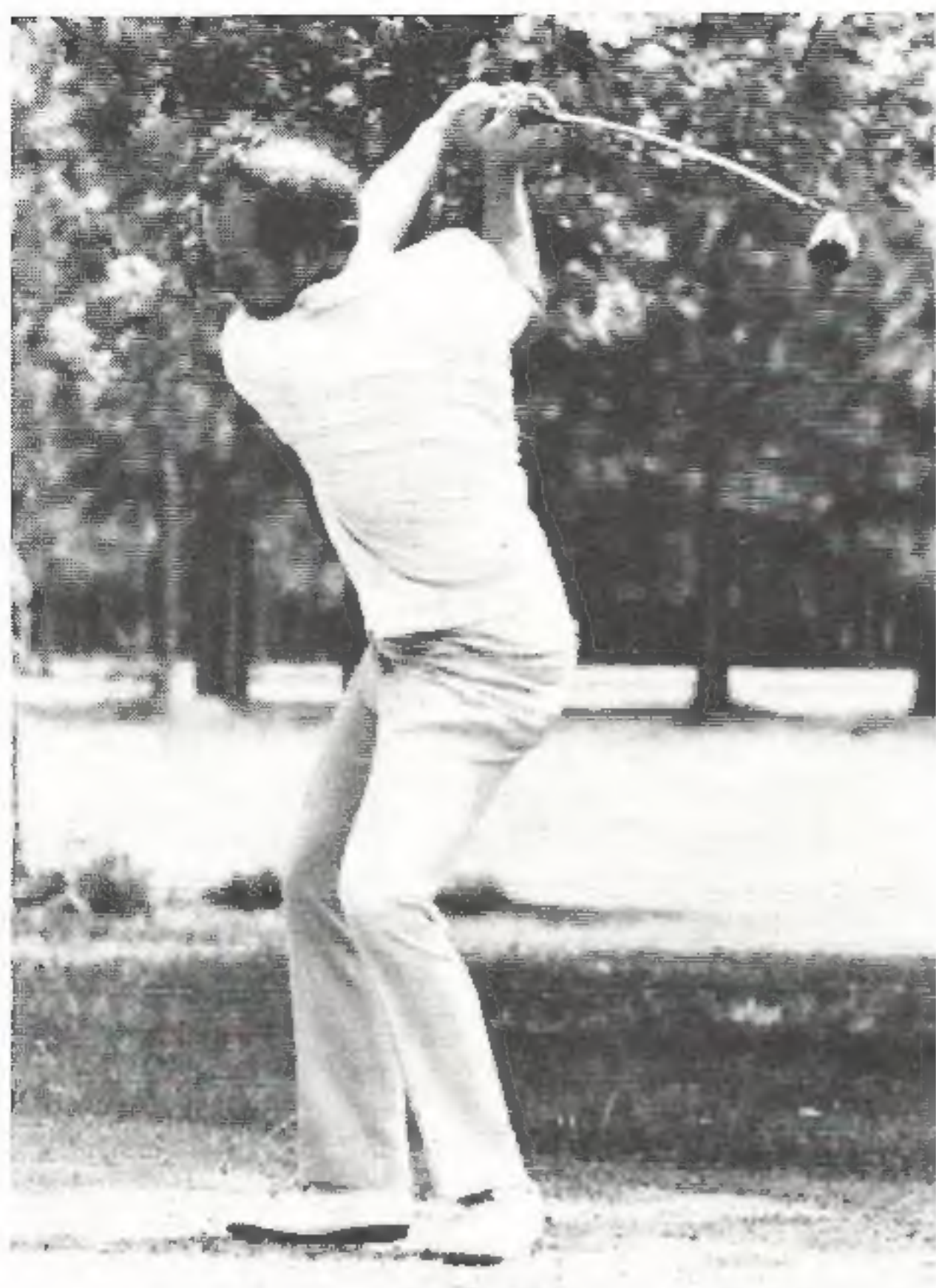
Mickie Bridges won a golf bag for his closest drive — 9 feet, 5 inches from the hole — on the 147-yard, par three 15th.

The winners in the handicapped flights won assorted merchandise and trophies.

George Hayes won a small trophy for his unchallenged victory in the high gross - high net contest. Hayes shot a 151, scoring a 113 net after his 38-stroke handicap.

Gerald Bailey recorded seven skips of his golf ball on the lake on the 15th hole — but it still didn't clear the water. Pat McMeel became a "scratch" golfer of sorts after he hit a nine-iron shot from a fire ant hill.





Ray Holm (left), frozen by the camera at the top of his backswing, seems to say, "Help! I'm stuck." George Hayes (right) showed Gene Russell the customized, coverless golf ball he is reported to have used enroute to his magnificent 76 — on the front nine.



# LIVE WIRE GOLF



Head down. Ball in the air. Bill Heaner (far left) found the Port Arthur course more than he bargained for and finished out of the money. Meanwhile, scorekeeper Phyllis Stathos displayed the optimum nametag location.

## Championship Flight

Tracy Webb	81-12=69
Mike Chapman	80-10=70
Summa Stelly	84-12=72
David McCurtain	83- 9=74

## First Flight

Carl Busceme	86-14=72
Steve Kimble	89-16=73
Mike Booher	88-14=74
Ray Holm	88-13=75

## Second Flight

Ken Jumel	86-18=68
Bob Beck	87-18=69
Lyle Gerac	88-18=70
Weldon Syme	94-17=77

## Third Flight

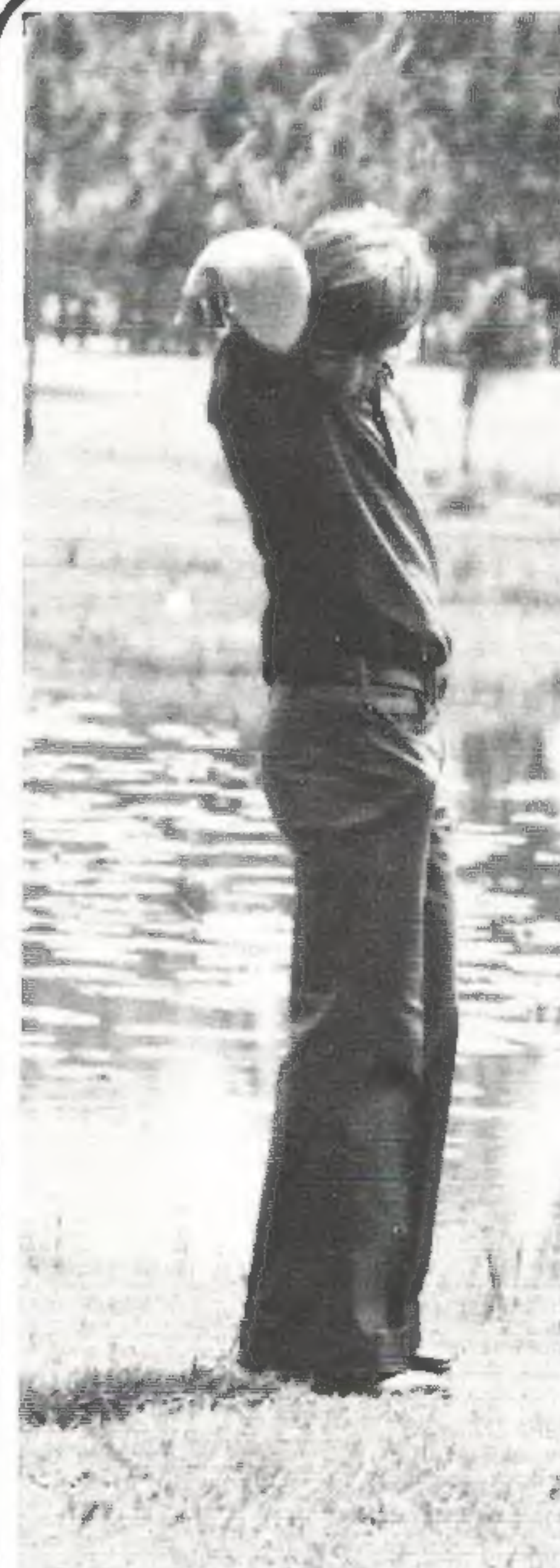
Bob Wiggins	94-22=72
Gene Russell	98-24=74
Butch Franklin	97-23=74
Joe Ellington	96-22=74

## Fourth Flight

Andy Poulson	92-26=66
Gerald Bailey	100-28=72
Billy Okervall	103-26=77
Ernie Gere	104-26=78

## Fifth Flight

Skippy Green	97-34=63
J. W. Leavins	105-33=72
Mickie Bridges	107-33=74
Chip Knowles	120-39=81







The pond fronting the 18th hole gobbled up many a sphere, as this unidentified Gulf Stater(left) discovered. Watching in safety from behind the 18th green was host, Summa Stelly (above). Pat McMeel (right) was one of scores of golfers who visited the numerous pine groves off the beaten paths.



Mike Chapman had to fight for his victory. A putt lipped out on 15 (above), and he drove into a pond on the next hole, forcing a drop (far left). His next shot skipped several times and bounced behind a row of trees paralleling the fairway (left). A great shot here put him in position for a not-so-bad-considering-the-conditions double bogey.





## Franklin Heads Credit Bureau, United Appeals Budget Unit

Butch Franklin is a very busy man.

The Lake Charles Division accounting supervisor was named president of the Lake Charles Credit Bureau, Inc., on April 18 and chairman of the Calcasieu United Appeals Budget Committee on May 6.

The credit bureau is a cooperative effort of about 500 local businesses, Franklin said. The non-profit organization maintains in excess of 100,000 credit histories and operates on a \$120,000 annual budget.

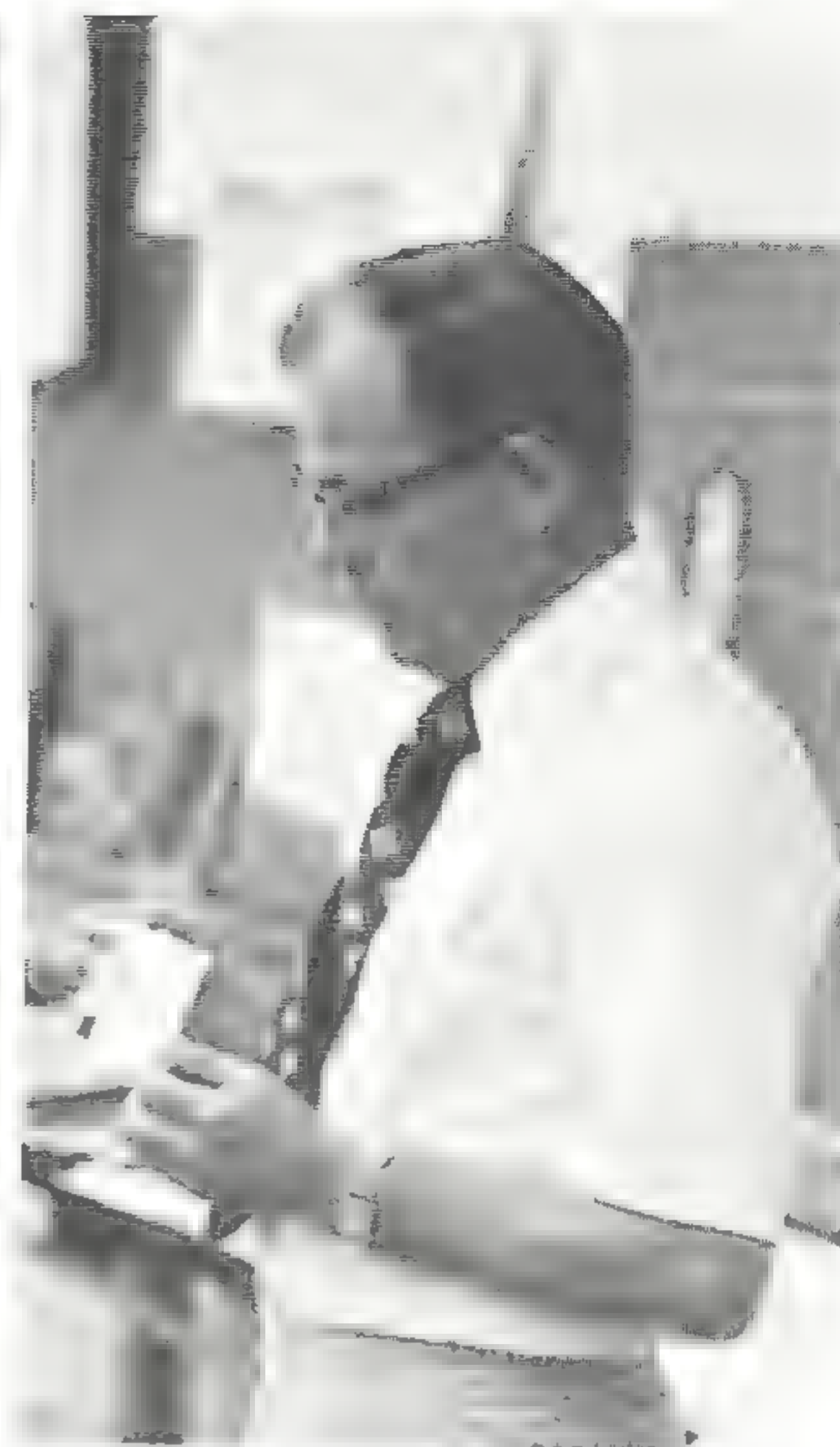
"We also have a collection arm," Franklin added. "But basically we just report credit to those who request it. It's kind of like a central funnel for credit information."

The Lake Charles bureau records were

recently automated, Franklin said.

The UA budget committee consists of 60 volunteers in two panels who review proposed programs and budgets submitted by member agencies for the coming year.

"Following completion of the 1975 fund campaign, the committee balances allocations for each agency with community resources, then recommends a budget to the board of directors," Franklin said. "The budget committee also supervises year-round financial reports of the agencies." Franklin has been a United Way volunteer 18 years in Beaumont and Lake Charles. He had served on the Calcasieu United Appeals budget committee for four years and was a panel chairman last year.



## Baton Rouge 4 Teach Classes

Four Baton Rouge Division employees taught high school classes April 16 as part of the Business Profession Teaching Day sponsored by the local Chamber of Commerce.

Division Manager George Cannon taught five classes at Tara High School. Bill Barksdale, operating superintendent-electric, taught five classes at Bellaire High School. J. D. Watkins (pictured above), superintendent of Louisiana Station, taught five classes at Broadmoor High School and Joe Burton, plant engineer at Louisiana Station, taught another six classes at Broadmoor.

Cannon, Watkins and Burton spoke on the need for nuclear power and of its safety and environmental aspects. Barksdale told his classes how the utility business works in general, touching on the need for nuclear-powered and coal-fired plants in the future.

Cannon said he was impressed with the interest and questions asked by his classes. Barksdale commented that he enjoyed being teacher-for-a-day, but "I don't want to make that my business," adding that he has new respect for the teaching profession.

## GSU Men Lead YMCA Drive

Gulf Staters placed high in the annual February membership drive for the Central Branch of the Beaumont YMCA.

Division Manager Ward McCurtain placed first among six divisions. Bill Hollins, Beaumont division district superintendent, headed a five-man team that placed second among 36. Three members of that team — Jim Wilder, supervisor of data systems operations; Hollins and

Lester Saucier, supervisor of industrial and commercial sales for the division — placed third, seventh and ninth, respectively, among more than 100 workers.

Hollins was also named the new chairman for the "Y" for 1975. Completing the Hollins team were Van Boudreaux, electrical design engineer in power plant design and engineering, and James Turner, director of public relations.



## Electric Research, Fusion Design Funded

**T**he Electric Power Research Institute (EPRI) board of directors approved \$14 million in new electric energy research sponsorship for 48 new projects and 8 additions to previously authorized projects. The total value (including joint funding) of the 367 EPRI research projects now under management or in contract negotiation is in excess of \$245 million.

The largest portion of the new monies will be directed towards research and development of nuclear power plant safety and reliability. Substantial funding will also be applied to research into advanced systems, including energy conversion and storage systems such as open cycle magnetohydrodynamic (MHD) generators and gas turbines. Under the advanced systems category, research on fusion reactor design and fuel cycles will also be conducted.

Other major efforts include: continued research on coal liquefaction and gasification processes, solvent refining of coal, studies on problems associated with the use of coal-derived solid and liquid fuels in existing and new utility boilers, improving cost efficiency and reducing the environmental impact of overhead and underground electric transmission and distribution systems.

**T**he Electric Power Research Institute (EPRI) has announced its sponsorship of a \$1 million research project to design the first fusion Experimental Power Reactor (EPR). From this design, the engineering characteristics and principal features for the EPR will be developed. Research will be conducted by General Atomic Company.

The primary objectives of the EPR are to demonstrate the production of electrical power from fusion, employ the basic components of a demonstration plant reactor and achieve plasma conditions appropriate for power producing reactors. These objectives are to be achieved at a minimum cost consistent with safety and maintenance requirements. It is anticipated that the EPR will be built for operation in the mid-1980s.

As the first engineering demonstration of a fusion plant, the project is the first of several milestones on the road to commercial fusion power. The next major step is the construction of a demonstration fusion electric power plant. Fusion experts look to the year 2000 for the construction of this type of demonstration plant.

Gulf States contributed \$1.1 million to EPRI this year for general support of their research projects.

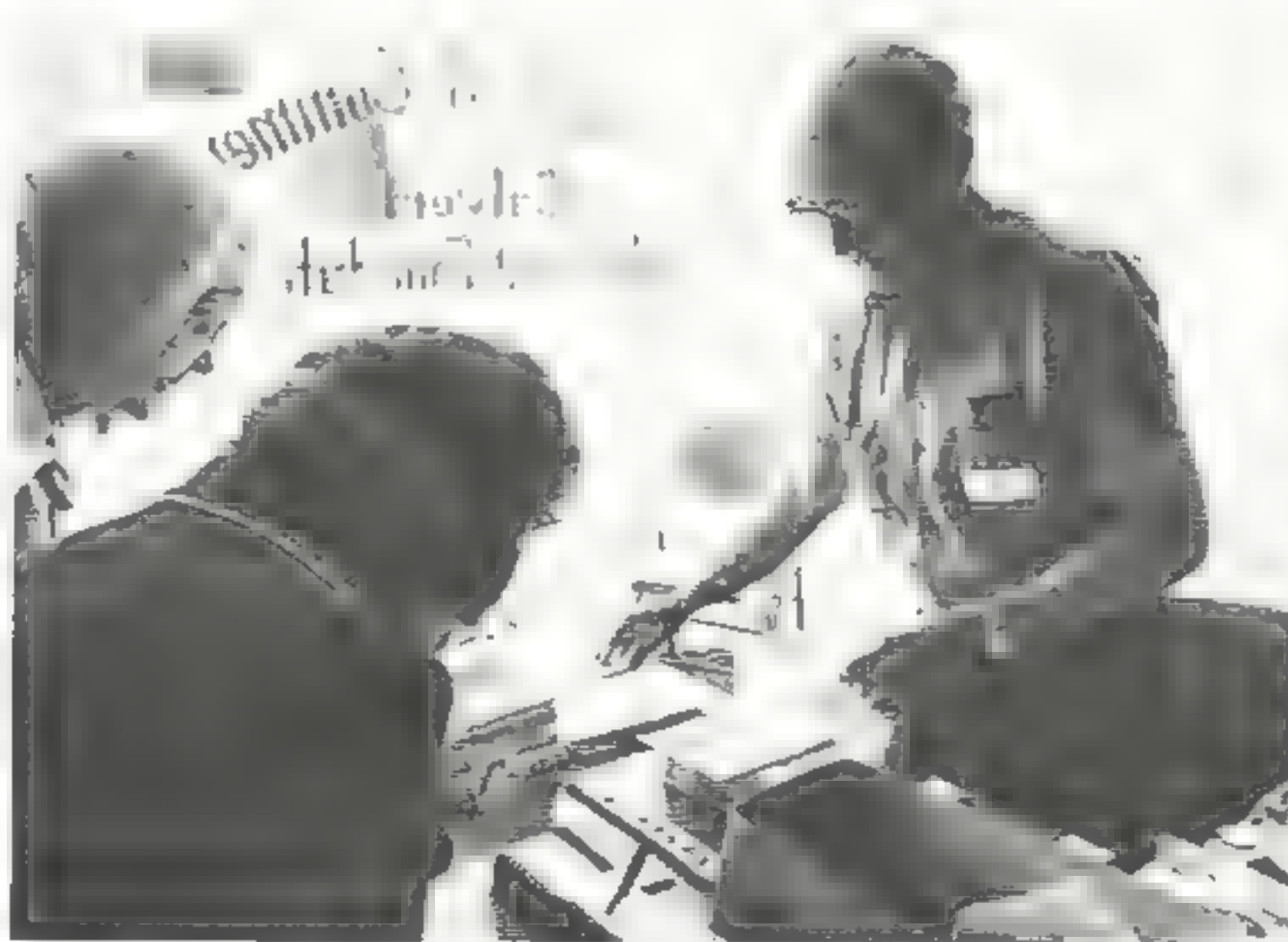


**FOURTH FLOOR RUBBLE** — The fourth floor of the Main Office has been "demolished" to allow remodeling into permanent offices of the system engineering, treasury and insurance departments. The area has been used as a storage room, janitors' meeting room and a junk room and had never been arranged for offices, according to Carroll Henry, building design section head. Above, Henry and Robert Odell Barclay, subcontractor for the job, pose near a pile of old plaster ceiling lath. The old ceilings and walls were broken into pieces and tossed down an outside chute (left) to a trash pile. Mike McCollum, whose wife, Cindy, is a clerk in plant accounting, handled the street-side arrangements. Henry said the total cost of the demolition and remodeling is expected to be about \$180,000.





## Robertson County Historical Survey Committee 3rd Annual Springtime Pilgrimage



Gulf Staters participating in the pilgrimage include Lueil Maris (above), local superintendent, who sold tickets at the Calvert Chamber of Commerce office; Leroy Butler (below), serviceman, who served up a special batch of barbecue at his City Cafe; and Betty Dowell, clerk, who served food at a church-sponsored booth near the art show.

An estimated 6,800 persons attended the show and home tour April 26-27 — double last year's turnout and four times that of the year before. (Two days after these pictures were taken, the old generating station was destroyed by a tornado.)







Calvert, Texas, a small (pop. 2,300), dusty, unassuming Central Texas community, is noted for numerous buildings constructed prior to the turn of the century in magnificent Victorian architecture. Indicative are the Albert Judkins hardware store (left), city park gazebo (above) and the Cotton Blossom (upper right), a converted dry goods store operated by Pauline Burnitt (standing) and Pauline Doremus as one of nearly a dozen antique stores in town. Both stores have skylights. The homes, however, with their ornate exteriors and lush interiors, are Calvert's pride. Mrs. Mertie Parson (lower left) relaxes in the parlour of her brother's 1885 home. J. O. Hucks (right) is reflected in the umbrella stand mirror in the foyer of his 1892 home. Douglas and Roberta McCrary (far right) sit on the porch turret of their marvelous home, which dates to 1879.



Concurrent with the home tour, an arts and crafts show was held at the old Calvert Water, Ice and Light Co. generating station (top, facing page), formerly owned by Gulf States. More than 100 exhibitors showed and demonstrated their talents. Included were numerous painters, a quilting bee, a glass blower, a pair of braziers, leather artists, a calligrapher, a stained glass artisan, photographers, ceramic artists and embroiderers.





# Vikki Carlberg

## The 'Believable' Houstonian In Company Commercials

Actors in commercials must be believed if the sponsor's message is to be effective.

"Believability" is Vikki Carlberg's strong suit. That's why the slim, golden-haired Houstonian has been chosen to record the series of Gulf States radio and television commercials advocating the installation of heat pumps.

"She's one of the most believable persons in the business," Joe DeJean, consumer communication coordinator, said.

Her simple but striking good looks and her relaxed, professional composure are the essential ingredients in Mrs. Carlberg's style.

She studied drama in high school and in college at Antioch and the University of Houston. After graduation she worked on theatrical productions for KTRK-TV in Houston.

"I always played tragic young ladies," she said, "like Juliet. We did the first full-length television production of Romeo and Juliet."

Ironically, the beginning of her advertising career nearly coincided with the birth of her son.

"My first commercial was for BankAmericard six and a half years ago — 10 days before Davis was born," she said. "Most women worry about pregnancy as the end of their careers. It was my beginning."

She's been hooked ever since. Working as a freelance "talent," Mrs. Carlberg tapes hundreds of television and radio commercials annually in cities ranging from Austin to Dallas and from Corpus Christi to New Orleans.

"I love advertising," she exclaimed. "It's very exciting, especially when it's good. I like it because you're creating."

Mrs. Carlberg recently won an award for a public service announcement she produced for the American Cancer Society in Houston. Her largest client is Foley's, a Houston department store. She

has also recorded for American National Bank in Beaumont.

Most of her commercials are for radio, and Mrs. Carlberg prefers it that way.

"I like the anonymity of radio," she said. "You can do things that you can't do on television. Also, you're not over-exposed. If they play a television commercial over and over, the people get tired of seeing you. You lose your effectiveness. It can be very hard to recognize a person's voice over the radio. So television is self-limiting, whereas radio is not."

Though she obviously enjoys her work, Mrs. Carlberg still considers it just a pastime, devoting no more than three days per week to taping.

"I really don't hope to expand my career to anything bigger," she said. "It's not a driving force in my life."

Besides her son, the driving forces in her life include her husband, vice president for graphics for the Smith, Smith, Baldwin and Carlberg advertising agency in Houston; and her hobbies, currently gardening and canoeing.

She teaches a gardening and nature class at her son's school and is designing, building and landscaping a playground for the school.

"Children are so urbanized now it's shameful," Mrs. Carlberg said. "They don't know what a mockingbird is or what a caterpillar is."

Mrs. Carlberg has also paddled the white water rivers of Central Texas and braved the noxious stillness of Houston's Buffalo Bayou in the family canoe.

Mrs. Carlberg is no stranger to Gulf States' customers: she taped the security light ads and the messages explaining the fuel clause.

"I liked the fuel clause ad because it was controversial," she said. "I felt I was persuasive."

And that's precisely why the mystical quality of "believability" is important.





# The Making Of A TV Commercial

The Company's advertising is prepared by the Goodwin, Dannenbaum, Littman & Wingfield advertising agency in conjunction with the Gulf States consumer communication department. Tender negotiations between the parties concentrate what the Company has to say — in this case about heat pumps — into a 30-second presentation.

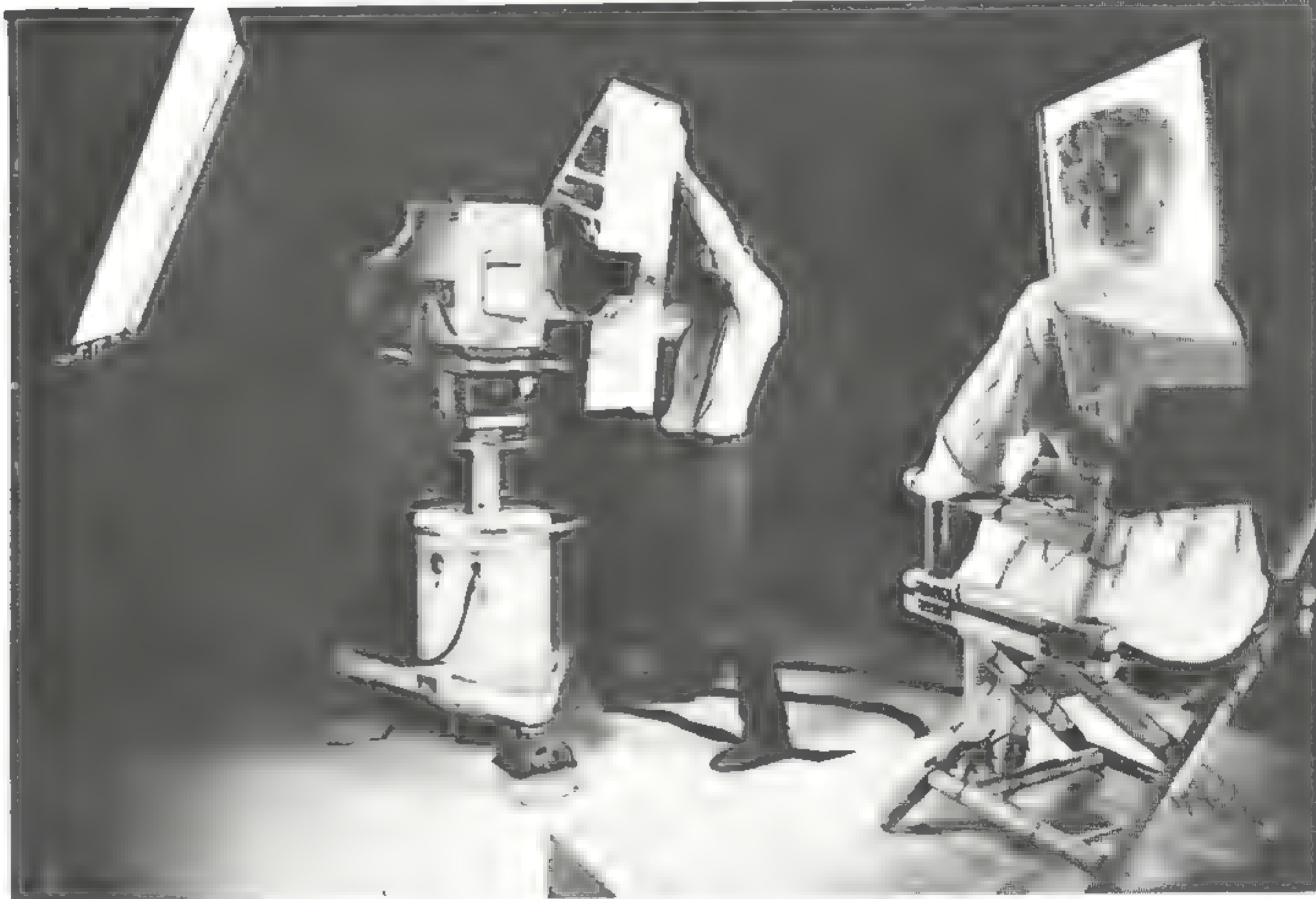
When the script is ready, the "talent," Vikki Carlberg of Houston (see preceding story), travels to Beaumont for taping. On her arrival, Mrs. Carlberg and GDL&W writer Marvin O'Lansky (above) review the script. A trial run shows the commercial is two seconds over the limit.

While Mrs. Carlberg and the camera crew wait, Tom Winslow, GDL&W account executive; Joe DeJean, Gulf States consumer communication coordinator; and O'Lansky huddle to excise a few phrases from the script.

With the aid of the rewritten version in view beside the camera and illuminated by large diffused lights, Mrs. Carlberg is taped for the first message.

During the second commercial, a technician checks the audio quality on a monitor in the control room (lower right).

An expression captured during the second commercial (lower left) seems to say, "Filming commercials is as easy as that." But it took about three hours to record the two half-minute ads now being aired.





# RETIREMENTS



**Edgar G. Mathis Jr.**

Edgar G. Mathis Jr., superintendent of the Sour Lake District, retired June 1 after nearly 39 years' service to Gulf States.

Mathis was first hired in 1936 as a helper in the Beaumont T&D department. He progressed through various T&D classifications in Beaumont and Jasper until promoted to superintendent in 1951.

A native of Taft, Mathis attended Schreiner Institute and Texas A&I College. He is married to the former Thelma Landry of Maurice, La. Mathis has two children and two stepchildren.

Mathis is past president of the Sour Lake Lions Club and is active in the Lodge No. 1002 and the local Baptist Church. He plans to garden, fish and travel during his retirement years.

**Luther L. Thompson**

Luther L. Thompson, shift supervisor at Neches Station, will retire July 1 with more than 34 years' service to the Company, all at the Beaumont power plant.

He first joined Gulf States in 1937 as an assistant fireman and became a turbine operator after a four-year Army stint during World War II. Thompson was made head fireman in 1952, control operations foreman in 1956 and shift supervisor 26 months later.

A native of Pearson Chapel, Tex., Thompson attended Lovelady High School. He is married to the former Bessie Allen of La Grange, Tex. The couple has no children.

Thompson's retirement plans include "getting rested up after all these years of hard work."



**Jesner J. Hopkins**

Jesner J. Hopkins, utility foreman in Lafayette, retired May 1 after 34 years' service.

He joined Gulf States in 1941 as a helper in Lafayette and was made foreman in 1953.

Hopkins and his wife, Annie, are members of St. Jules Chapel. He is also a member of the Woodmen of the World Circle in Lafayette.



**Susie Stuart**

Susie Stuart, executive secretary in power plant engineering and design, will retire July 1 after nearly 34 years' service to Gulf States and her country.

A native of Lake Charles, Miss Stuart attended Beaumont High School and joined the Company in 1941 as a payroll clerk. She served in the U.S. Navy as a WAVE for nearly three years during and shortly after World War II, returning to her job in system treasury in 1946. Miss Stuart was promoted to executive secretary in system operations in 1954 and transferred to power plant engineering and design in 1959.

She said she plans to take things easy after retirement, watching the weather and tending to household chores with her sister.





# Service Awards Banquet 1975



**40 YEARS** — J. Ben Fanette (left) and W. V. Faver Jr. with their wives, Lucy and Louise, respectively, and Chairman Floyd Smith.



**30 YEARS** — Roy E. "Cuz" Cowart, Mildred Tribble, E. R. Saide and Chairman Floyd Smith.

## Beaumont

**20 YEARS** — Front row: Frances Englebrecht and Viva B. Parkhurst. Middle row: James L. "Buster" Davis, Edward L. Hegwood Jr., Richard E. Smith, Bervick A. "Bubba" Stagg, Emmitt C. Van Eman and Chairman Floyd Smith. Back row: Clayton A. Arnold, Basil B. Jackson, Joyce O. Smith, Joel B. Thompson and Hal G. Tierney.



**10 YEARS** — Front row: Linda "Jo Ann" S. Smith, Dorothy D. Henry, Glenn A. Tarver and Chairman Floyd Smith. Back row: Edward R. Barton, William T. "Tom" Crowe III, Robert C. LeBert and John H. C. Joseph.





# Conroe



**30 YEARS** — Chairman Floyd Smith, Pedro Abad and Ed Allen.



**20 YEARS** — Front row: Gene E. Brown, Clarence L. Griffin, Melvin M. Feagin, John A. Petijean. Back row: Chairman Floyd Smith, James L. Hard, Charles W. Jones and Bobby R. Stout.



**10 YEARS** — Chairman Floyd Smith, Leslie J. Odom, Barney H. Neal Jr., Julia L. Jones, Bobby L. Hoke and Larry C. Madden.



# Baton Rouge



**40 YEARS** — Manson C. Corkern Jr. (right) with his wife, Bobbye, and Norman Lee, president

**30 YEARS** — Front row: President Norman Lee, Newman B. Bankston, Roy J. Berthelot, Virginia M. Harrison, Monroe D. Voyles and George J. Simoneaux. Back row: Charles R. Jones Jr., Ernest C. Kelly, Oleon W. Reeves, Henry Sanford and Wilbert Carney Jr.



**20 YEARS** — Front row: President Norman Lee, Bateman J. Rabalais, Peter C. Seymore, Paul D. Gascon, Tommy L. White, Lloyd Nelson and Clarence Patin. Back row: John Eaphrom, John G. Aime, Nolan P. Daigle, Van B. Herford Jr., Murphy J. Gautreau, Christopher C. Kador, Robert J. Didier and Thomas R. Clayton.



# Port Arthur



**40 YEARS — F. F. "Buck" Elkins, his wife, Evelyn, and Chairman Floyd Smith.**



**30 YEARS — Melvin E. Adams, Lois K. Robertson and Chairman Floyd Smith.**



**10 YEARS — Sidney J. Broussard, John M. Cole and Chairman Floyd Smith.**



# Lake Charles



**30 YEARS — Chairman Floyd Smith,  
Jeanne B. Johnson and Edward Duhon.**



**20 YEARS — Chairman Floyd Smith,  
Earl J. Broussard, Ray John Cormier,  
Harry J. Henry and Gene B.  
Mullin.**



**10 YEARS — Chairman Floyd Smith,  
Myrle S. "Buddy" Johnson Jr.  
and Douglas Taylor**



# COFFEE CUP



*Rate Mathematician Last Year's Miss Beaumont*

## Debbie Landry: Queen For a Year

Deborah Landry, mathematician in the rate department, completed her one-year reign as Miss Beaumont May 10.

"The most exciting thing to happen during the year was meeting Bob Hope when he came to Beaumont to perform," Miss Landry said. "I met a lot of people that I don't think I would have met had I not been Miss Beaumont."

As Miss Beaumont, she competed in the Miss Texas pageant in Fort Worth, officiated at several ribbon cuttings, helped with the Gulf States sponsored Homemaker's Holiday and was awarded a \$300 college scholarship.

"That was good for about a semester at Lamar," said Miss Landry, who graduated last year with a bachelor's degree in mathematics.

The emphasis in beauty pageants has shifted from cheesecake to brains, she feels.

"Nowadays intelligence and personality counts," she said. "I'm not really a beauty queen. I don't consider the contest the Miss Beaumont pageant, but rather the Miss Beaumont scholarship pageant."

"The girl that wins doesn't have to have the best figure, but she will have a good figure. The judges want someone to look good in clothes when she represents Beaumont."

Judging is in three categories: talent (Miss Landry is a dancer), 50 per cent; evening gown and interviews, 25 per cent; and swimsuit, 25 per cent.

"Every girl hates the swimsuit part — unless she's an exhibitionist with a perfect shape," Miss Landry said. "But the swimsuit competition is just one part of the contest."

Now that the crown and title have been transferred to another woman Miss Landry looks ahead to continuing her career, furthering her education — possibly in business or business mathematics — and, on Aug. 9, marriage. But she hopes her Miss Beaumont experiences will be useful in guiding other

young women interested in participating in future beauty pageants.

"I'm sorry to see it end," Miss Landry said. "I enjoyed the part of being recognized, and I think I matured in many ways during my reign. Although I'll never enter another beauty contest, I don't think this will mean the end of my involvement. I'd like to help the other girls that are coming up."







**SUCCESSFUL SENIOR** — Vickie Heaton, daughter of Huntsville Serviceman Carroll Joe Heaton, was named the outstanding distributive education student in Huntsville at the 23rd Annual Employer-Employee Banquet held May 6. A senior at Huntsville High School, Miss Heaton was also chosen to be master of ceremonies for the event. As part of her school work, Miss Heaton has worked half-days at Kerr's Clothing Store in Huntsville. She plans to continue working while majoring in elementary education at Sam Houston State University. Miss Heaton and her brother Joey are also active in the 4-H Club of Walker County. At the recent Kiwanis Junior Livestock Show, Vickie's steer sold for \$1,697.50; and Joey's was bought for \$1,231.25. (from Karen Morley)



**BYE-BYE BARBECUE** — Dock Smith (left), special laborer in Lake Charles, who retired March 1 after 27 years' service, was feted Feb. 28 with a barbecued chicken and sausage dinner. Pictured congratulating Smith is Howard Mack, operating superintendent. (from Johnnie Harris)



**WINNING ENTRY** — Althea Valrie, a senior at French High School in Beaumont and departmental clerk in the records management department in the Vocational Office Education program, won second place in district competition for her individual job manual. Her 42-page entry told the history of our Company, described its organization, explained the role of the records management department in which Miss Valrie worked and detailed the responsibilities of the departmental clerk in that department.

## Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during April, 1975, covering employee deductions and Company contributions through March, 1975; were as follows:

19,655 shares of Common Stock at an Average Cost per Share of \$11.49344 for a Total Cost of \$225,903.65.

131 Shares of \$4.40 Preferred at an Average Cost per Share \$52.254351 for a Total Cost of \$6,845.32.

The Trustee deposited \$90,789.79 with the Savings Department of the First Security National Bank.



**PEACEFUL INFANT** — Wendy Michelle McLain, first grandchild of Charles Boring, commercial salesman in Navasota, appears quite content in her crib with pacifier in hand and her feet signalling "safety" like a football official. Miss McLain was born Dec. 18. (from Betty Dickschat)



When you have any news or a story you think would be interesting to other Gulf Staters, contact the reporter nearest to you, or write or call the **PLAIN TALKS** editor, Mike Ross, in Beaumont. Notify **PLAIN TALKS** reporters of any event that is happening in your area that the magazine should cover. A complete list of reporters and their locations is given below. If any persons named are no longer with the company or no longer active reporters, please contact Mike Ross. Persons wishing to become **PLAIN TALKS** reporters should also contact the editor. We can never have too many reporters.

## Reporters

**BATON ROUGE:** Margie Force (T&D); T. Boone Chaney (T&D), Melanie Hima (T&D), Jack Gautreaux (T&D), James W. Bello (T&D), Geralyn Williams (Gas), Opal Temple (Acct.), Robert Graves (Storeroom), Susan Wilks, Debbie Lynn (Engr.)

**BEAUMONT:** Bill Toups (S.C.) Barbara Lindsey, Carolyn Motl (T&D), Ann Ogden, Edy Mathews, Linda Marks, Pat Bailey, Dorothy Nowell, Mary Lee Best, Carolyn Thaggard.

**CALVERT:** Betty Dowell.

**CLEVELAND:** Pat Jones, Edd Mitchell.

**CONROE:** Frances Elliot, Bobbie Burke.

**DENHAM SPRINGS:** Lenelle Juban.

**GONZALES:** Billie Fortenberry.

**HUNTSVILLE:** Karen Morley.

**JENNINGS:** Earl Mayfield.

**LAFAYETTE:** Bobbie Denais.

**LAKE CHARLES:** Johnnie Harris (T&D), Janet Followay.

**LA. STATION:** Leslie Jeansonne.

**LEWIS CREEK:** D. W. Rutherford.

**MADISONVILLE:** Wanda H. Tinsley.

**NAVASOTA:** Betty Dickschat.

**NECHES STATION:** Gene Russell.

**NELSON STATION:** Martha Caldwell.

**NEW CANEY:** Diana Winkelmann, Paul Mosley.

**ORANGE:** Doris Womack.

**PORT ALLEN:** Adele Vavasseur.

**PORT ARTHUR:** Sue Williams, Lorraine Dunham (S.C.)

**SABINE STATION:** Darlene Faires, Fred Kressman

**SOMERVILLE:** Mary Brock.

**SULPHUR:** Pearl Burnett.

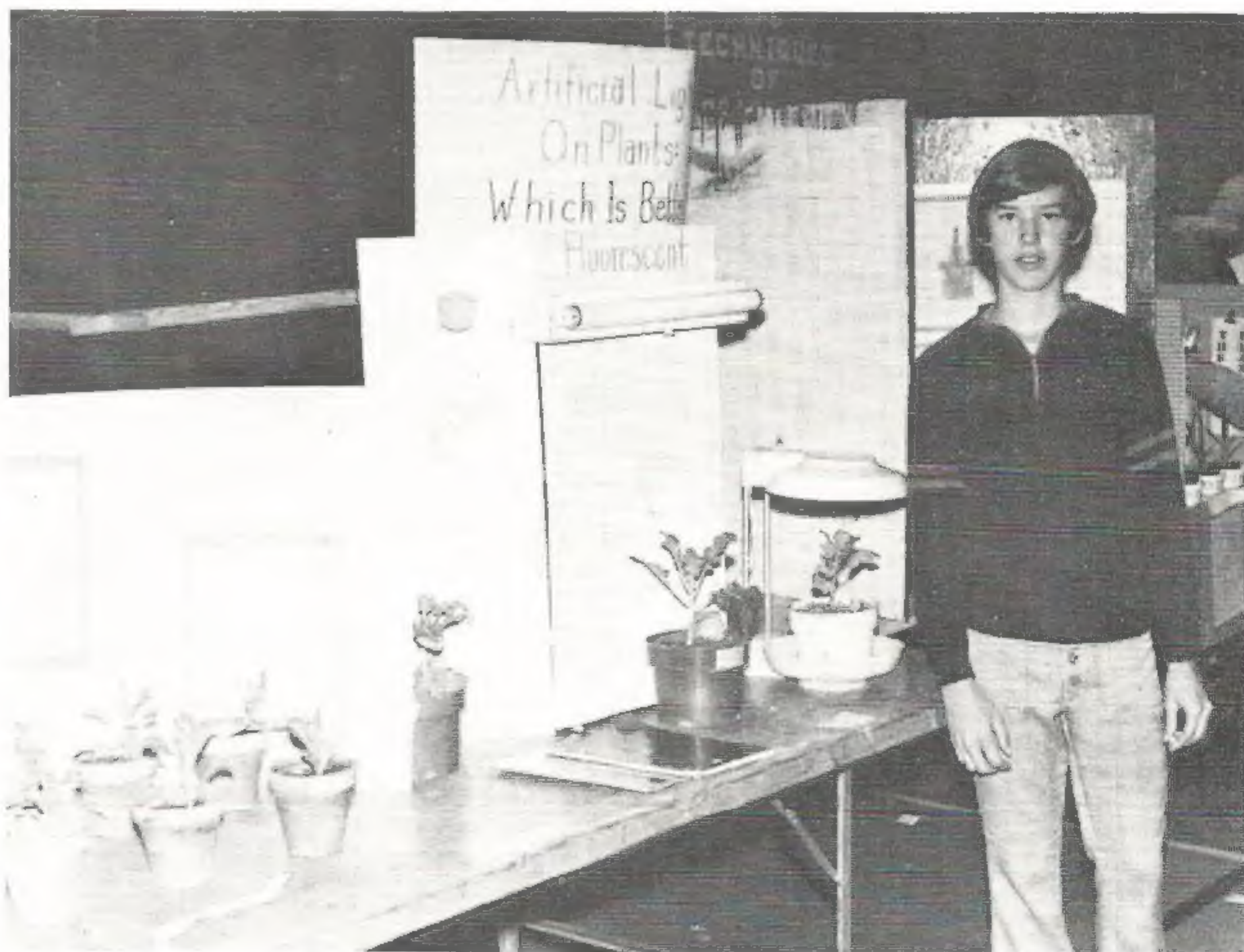
**WILLOW GLEN:** Loris Landaiche, James Veatch.

**WOODVILLE:** Alene Cole.

**ZACHARY:** Myra Ponthier.



**BOND-BAKED BIRTHDAYS** — Two recent birthdays were celebrated in traditional Neches Station form — with delicious cakes prepared by Terry Bond, departmental clerk. The latest recipients include James England (left), mechanical maintenance foreman, who received a "crazy cake" containing Jell-O on his 30th birthday April 7; and Gandy Hall, superintendent, who received a coconut pound cake on March 20, the date of his birth an undetermined number of years ago. (from Gene Russell)



**BRIGHT PLANT GROWER** — David Wright, age 14, son of Walt Wright, residential sales supervisor in Baton Rouge, received an honorable mention for his science fair project on the effects of various artificial light on the growth of broccoli. David, an eight grade student at Kenilworth Junior High School, confirmed U. S. Department of Agriculture studies that fluorescent light promotes more vigorous growth than either incandescent or specialized "grow" bulbs. A General Electric spokesman confided to the Wrights that the "grow" light spectrum makes the plant look healthier and does not enable it to grow any bigger. On the other hand, the fluorescent light spectrum aids growth but gives the plant a pallid appearance. The elder Wright planted the vegetables outside after the contest was over and reports the fluorescent-grown plant has continued its good growth in the garden. "It had a tremendous head start," Wright said. David, by the way, has ambitions of becoming a professional baseball player.



# RECIPES

## Goodies from Geraldine

For 29 years Geraldine Wycoff served as maid for the Home Service Department in Beaumont. In that capacity she helped prepare and measure the ingredients for the litany of recipes promulgated by the home service corps. She worked closely with the late Grace Brooks, mother of Cong. Jack Brooks of Beaumont, and remembers the many years spent working in the Reddy Kilowatt cottage on Elgie.

Even in those days home service advisors were advocating saving energy — as witness the oven meal. Start with a cold oven and fix pork, sweet potatoes and gingerbread in an hour in the same oven. If it sounds like an inflation-beating recipe, Mrs. Wycoff reminds you that the recipe was developed 18 years ago.

Mrs. Wycoff is also known for her sweet tooth and has included several of her favorite desserts.



Geraldine Wycoff  
Beaumont

### Mock Apple Pie

1 1/2 cups water  
1 1/2 cups sugar  
1/2 cup butter or margarine  
18 Ritz crackers, broken into fourths  
1 1/2 tps. cream of tartar  
Apple pie spice  
(or nutmeg, cinnamon, cloves,  
allspice and sugar)  
Pastry for two-crust 9-inch pie

Heat water, sugar and butter or margarine to rolling boil and add to crackers, which have been sprinkled with cream of tartar. Cook mixture until clear and thick. Cool. Fill uncooked pastry shell with cracker mixture, strip top and sprinkle with spices. Bake 30 minutes in a 375 degree oven.

### 5 Minute Gelatin Cake

One 18.5 oz. box yellow cake mix  
2/3 cup water  
2/3 cup vegetable oil  
4 eggs  
One 3 oz. pkg. lemon flavored gelatin  
Grated rind of one lemon

Mix all ingredients in large mixer bowl. Beat on high speed for 5 minutes. Pour in greased and floured 10-inch tube pan. Bake at 350 degrees for 50 minutes. Turn out of pan and let cool 5 minutes before adding glaze.

### Glaze

1 cup powdered sugar  
1/4 cup melted butter or margarine  
Juice of 1 lemon (about 2 Tbsps.)

Combine ingredients and stir until sugar is dissolved. Spoon glaze on top of cake.

### 1-2-3-4 Cake

1 cup butter  
2 cups sugar  
2 tps. vanilla  
4 eggs  
3 cups all-purpose flour  
1/2 tsp. salt  
3 tps. baking powder  
1 cup milk

Cream butter. Add sugar gradually and cream well. Add flavoring. Add eggs one at a time beating well after each addition. Sift and measure flour; add baking powder and salt and sift three times. Add dry ingredients alternately with milk to first mixture. Bake at 375 degrees in three nine-inch layers for 25 to 30 minutes or four eight-inch layers for 20 to 25 minutes.

### Tea Cakes

1 cup butter or half butter  
half shortening  
1 1/2 cups sugar  
2 eggs  
1 tsp. vanilla  
4 cups flour (save 1/2 cup  
for rolling out cookies)  
1 tsp. baking soda  
1/2 tsp. salt

Cream butter until light and fluffy. Add sugar gradually, beating thoroughly until creamy. Add eggs one at a time. Add vanilla. Stir in flour which has been sifted with soda and salt. Chill dough (it will roll better). Roll to 1/8 inch on floured pastry cloth. Cut with biscuit cutter. Use spatula to lift cookies onto greased cookie sheet. Bake at 375 degrees for 10 to 12 minutes.

### OVEN MEAL

350 degrees (do not preheat oven)

#### Breaded Pork Chops Candied Sweet Potatoes Gingerbread

Salt and pepper six 1/2 inch thick pork chops, dip in egg and roll in bread crumbs. Place in greased pan without water or lid. Turn in 30 minutes to brown on other side.

#### Candied Sweet Potatoes with Orange Sauce

4 medium size sweet potatoes, cooked  
1/2 cup brown sugar  
1/2 cup dark corn syrup  
1/4 cup orange juice  
1/4 cup butter or margarine  
1 tsp. grated lemon rind

Cut sweet potatoes lengthwise and place in a greased baking dish. Combine remaining ingredients and heat. Pour over potatoes. Bake uncovered with the rest of the meal.

### Gingerbread

1/2 cup shortening  
1/2 cup sugar  
1 egg  
1/2 cup dark molasses  
1 3/4 cups sifted flour  
1 tsp. soda  
1 tsp. ginger  
1/4 tsp. cloves  
1/2 tsp. salt  
1 tsp. cinnamon  
3/4 cup boiling water

Cream shortening, add sugar gradually and cream together. Add egg and beat until light. Add molasses. Sift dry ingredients together and add to mixture. Add hot water. Pour into greased 8-inch cake pan. Bake with oven meal. (To bake alone - 350 degrees, 35-40 minutes).

### Gingerbread Topping

One 3 oz. pkg. cream cheese  
2 Tbsps. top milk  
2 cups powdered sugar  
1 tsp. vanilla

Mix together and spread over cooked gingerbread.



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# WELCOME ABOARD

## SYSTEM DEPARTMENTS

### Material Services

Smith, Virginia A., Beaumont, Stenographer - Mtrl Servs/Overall

### Accounting Services

Joubert, Virginia V., Beaumont, Clerk - Actg Servs/Operns-Plant

## BEAUMONT DIVISION

### Production

Coffman, Gordon M., Beaumont, Laborer I - Neches Sta  
Provost, Jacob Jr., Orange, Helper - T&D/Line

### Division Accounting

Austin, Wythel A., Orange, Clerk - Cust Accts  
Mitchell, Daniel R., Woodville, Meter Reader

## WESTERN DIVISION

### Distribution

White, Jimmie R., Conroe, Laborer I - T&D/Line

## BATON ROUGE DIVISION

### Production

Rivett, Ricky S., Baton Rouge, Laborer I - La Sta  
Wilcox, Ovid T., Baton Rouge, Laborer I - La Sta  
Waguespack, George D., Baton Rouge, Equipment Oper - W/Glen Sta

### Division Accounting

Walker, Ira C., Baton Rouge, Meter Reader

### Management

Benedetto, William L., Baton Rouge, Consumer Commun Repr-Div Operns

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